URBAN FASHION NETWORK

Connecting Style Creators for Commerce

GET IN TOUCH

UFN IS A PRODUCT OF:

STUDIO-M MARKETING

WWW.STUDIO-M.NYC

1-646-841-7527

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SERVICES OFFERED

- Geographical Mapping of Targeted Retailers
- Marketing Activations and Media Sales Tools
- Communications and Creative Services
- Patrons download contacts for FREE!

A SALES TOOL

Look BooK

Fashion Look-Books are a unique selling tool. These physical books work like an automated sales staff. Look-Books are self explanatory displays that convey a brand's message signature style and product line without the Fashion Designer ever needing to utter a word. Prospective customers simply get it! When strategically positioned in showrooms, retail floors or as your casual conversational prop; Look-Books will certainly engage prospective customers. All Designers need to do is initiate a closing to seal a sales order.

Available Sizes:
6x8", 11x14" and Digital Flip-Books

ABOUT THIS SERVICE

This Online resource is a FREE service to patrons of **Studio-M Marketing.** Register for the **FREE Trial** before New York Fashion Week and receive a 20% discount when you purchase a promotional package.

- Cost effective B2B networking with fashion buyers
- Build your community of brand affiliates
- Easy to use sales tools and marketing services
- Connect with business people who share your culture
- FREE Online access is available for a limited time

Download the suite of packaged services offered to fashion marketers. Custom marketing services are available upon request. Register Now!

WWW.URBANFASHION.NET

The article reported that Black-American consumers spend over 100 billion dollars in fashion and style products. Yet one percent of that revenue remains within Black-American communities. I was disturbed about the disparaging economics of this predicament and thought to create a change. Urban Fashion Network is a system that was designed and created specifically to help **fast-track** Fashion Designers to better capture the discretionary revenue that's available within Black-American communities.

Revenue generating business starts with a relationship, not a fashion runway! And Urban Fashion Network's intent is to help Fashion Designers **short-cut** their way to establishing meaningful relationships with fashion retailers who already exist within Black-American communities across the United States. These are retailers who will not have preconceived hangups about your ethnicity!

This resource omits additional expenses that are required by apparel trade-shows. There is no need for Fashion Designers to spend money on vending booths, dining and amenities, travel and accommodations at hotels. Take a break from toting garment bags to and from events! Fashion Designers can simply find, contact, aggregate, congregate and collaborate from the comfort of their studio office or living room. Fashion Designers can easily prospect a geographical region. Using a laptop computer or mobile device; find prospective business within Black-American communities and pitch your brand.

I believe in the benefits of engaging in Black-on-Black business. And I try to encourage other Black-Americans to follow principles that will support the economic growth of Black-American communities. It is self sustainable wealth that will forever preserve our legacy of "Black Style" in American culture ...So go get that money!

Black Enterprise Magazine
July 2000 Issue

READ THE ARTICLE:
http://bit.ly/2tqaFJ7

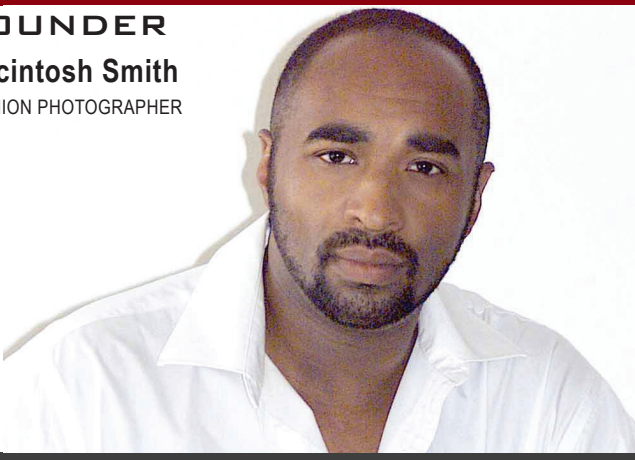
UFN's MISSION

Urban Fashion Network offers it's members an opportunity to **fast-track** towards engaging in B2B transactions with independent fashion boutiques that presently exist within Black-American communities. We have begun mapping the locations of retail prospects. Your cost for sourcing here is a fraction of what is spent on travel and accommodations when partaking in industry trade-shows. When Designers have a geographical perspective of where these boutiques exist, they can better plan a market approach. Log on to learn more!

FOUNDER

Macintosh Smith

FASHION PHOTOGRAPHER



UFN's STORY

I am a Photographer and Communications Specialist. One day I read an article in the July 2000 issue of Black Enterprise Magazine that inspired my reason for creating Urban Fashion Network for Black-American Designers.►